

Attention all ENERGY STAR® Ceiling Fan Partners,

Please take a moment to read the information provided below which includes important updates in the ceiling fan program.

1. ENERGY STAR Ceiling Fan Specification: Revision Status

EPA is currently working on revising the current (Version 1.1) ceiling fan specification. Over the next month, we will be posting the Draft specification on the ENERGY STAR Web site and asking for industry comments. You will receive additional correspondence once this Draft specification is ready for review. If you have any questions or concerns beforehand, please contact Andrew Fanara, EPA, at fanara.andrew@epa.gov or Rebecca Miller, ICF, at rmiller@icfconsulting.com.

2. ENERGY STAR's Fall Lighting Promotion (Includes Ceiling Fans!): Launched October 1, 2002

The ENERGY STAR Fall Lighting Promotion, Change a Light Change the World, was launched on October 1st and will run through December 2002. Visit www.energystar.gov and click on the "Change the World: Start Here" icon for information on participating partners, utility rebates, and special offers. Also available on the Web site are consumer outreach tools such as a savings calculator, lighting quiz, and store locator so consumers can easily identify retailers that carry ENERGY STAR labeled lighting products in their area as well as available rebates on these products. To view the store locator, visit www.energystar.gov/storelocator.

3. Do-It-Yourself (DIY) Retailer Update

Lowe's Home Improvement Warehouse recently distributed a new 2002 ENERGY STAR Solutions Guide to all of their stores – 3 million copies were made; each store to receive about 1,500 copies. This guide provides the consumer with information on ENERGY STAR labeled products and solutions for improving energy efficiency in the home. In support of the Fall Lighting Promotion, Lowe's will also be including an ENERGY STAR article in their new Merchandising News publication which will educate stores on Change a Light and ENERGY STAR qualified lighting, bulbs and ceiling fans. Lowe's also recently launched their Change a Light Web page, which includes the ENERGY STAR Solutions Guide: www.lowes.com/energy.

4. Lighting Showroom Update

Since partnering with the American Lighting Association (ALA) in January 2002, ENERGY STAR has developed numerous faxes and newsletter articles recruiting member showrooms to participate in ENERGY STAR and promote their ENERGY STAR labeled lighting products. As of August 2002, **227 ALA member showrooms** have signed onto ENERGY STAR. By signing, these showrooms have access to ENERGY STAR program and promotional materials and are added to the store locator available on the Web site.

Recently, in support of the Fall Lighting Promotion, ENERGY STAR provided 45 of the ALA/ENERGY STAR showrooms with a direct mail piece that included detailed information on the promotion as well as rebates and/or incentives within their area for ENERGY STAR labeled lighting and ceiling fan products. Those remaining ALA/ENERGY STAR showrooms that are not located in areas of utility rebate and/or incentive activities received communication about the promotion and were directed to

the Change a Light Web site for sales and marketing resources available for their use throughout the promotion.

ENERGY STAR will continue to provide outreach to these showrooms over the next year. Continuing to implement these activities, along with a focused effort with key manufacturers to increase product stock in this channel will lead to even more success next year for the sales of ENERGY STAR qualified ceiling fans and lighting products in showrooms.

To keep ceiling fan manufacturers informed of our efforts to promote the sale of ENERGY STAR labeled ceiling fan products, we will attempt to include DIY retailer and showroom updates in each ceiling fan update. If there is something you would like to include in future updates, please contact Rebecca Miller at rmiller@icfconsulting.com.

5. Preparing for Dallas Market 2003

ENERGY STAR representatives will be at Dallas Market in January 2003. Already we have learned of new product launches and look forward to seeing your new ENERGY STAR labeled ceiling fans and light kits at the show.

As you are preparing for your sales associate meetings in conjunction with Dallas Market, please let us know how we can help in your training efforts. EPA can supply ENERGY STAR training materials and even speak with your sales staff about selling and promoting your ENERGY STAR labeled products line(s). If you are interested in this support, please contact Kate Lewis, EPA, at (202) 564-3531 or Rebecca Miller at (202) 862-1266.

We look forward to working with you to prepare for Dallas Market!

6. CEE Lighting Fixture Design Competition

The Consortium for Energy Efficiency (CEE) will be awarding the most innovative and attractive ENERGY STAR labeled fixtures in 2003 during their Lighting Fixture Design Competition. The purpose of the competition is to encourage manufacturers to develop, produce, and sell new and innovative energy-efficient lighting fixtures for the residential market. CEE is also hoping that the competition will increase awareness and interest among consumers in energy-efficient residential lighting fixtures. Fixtures will be judged on the potential market impact (i.e., attractiveness, value, and marketability), innovation in design, use of materials and components with due consideration for functionality and safety. Cash prizes will be awarded to winners in each category: chandelier, pendant, portable, sconce, surface-mounted, task, and track lighting. The deadline to register for the competition is January 31, 2003. To find out more information on the Design Competition, contact Rebecca Foster, CEE, at rfoster@cee1.org.

7. Final Testing Facility Guidance Manual Completed

EPA's guidance manual for testing ceiling fans, titled "ENERGY STAR Testing Facility Guidance Manual: Building a Testing Facility and Performing the Solid State Test Method for ENERGY STAR Qualified Ceiling Fans" has been finalized and posted to the Web site. To view this document, visit www.energystar.gov/products and scroll down to "Products in Development." Those parties interested in building a ceiling fan testing laboratory, will be required to review and follow the procedures included in

this document. If you have any questions, please contact Rebecca Miller at rmiller@icfconsulting.com.

We would like to thank all those who submitted comments on the manual; specifically Hunter, ITS, UL-Taiwan, and Natural Resources Canada.

Thanks for your continued support of ENERGY STAR for Ceiling Fans!